GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

UNSTARRED QUESTION NO:5224
ANSWERED ON:27.04.2000
PACKAGES BY AIR INDIA
SURESH RAMRAO JADHAV (PATIL)

Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether Air India has introduced certain new promotional packages for corporate and business travellers; and

(b) if so, the details thereof; and

(c) the revenue likely to be increased due to these new packages?

Answer

THE MINISTER OF CIVIL AVIATION

(SHRI SHARAD YADAV)
(a), (b) and (c): Yes, Sir. Air India has launched a special scheme to promote business and corporate travel effective April 01,2000. These special packages are for First and Executive class pasengers only. First and Executive class passengers who travel on Air India to USA/ UK/Europe/South East Asia/Far East have been offered packages in lieu of the number of tickets purchased by them. These packages include holidays in India and abroad on Air India`s network for specific duration. These promotional packages have been launched to effectively market/promote their First and Executive class carriage. Since these packages have just been introduced, the actual revenue that will be generated cannot be quantified at this stage.